

Delaware Native Species Commission
Education Subcommittee Meeting
Monday, December 16, 2019
Notes

Attendees:

Subcommittee members: Liz Androskaut, Lori Athey, Jeff Downing, Tracy Surles, Jim White

Members of the Public: Steve Cottrell, Nick Fina, Helen Fischel, Amy Highland, Dorothy Leventry

Jessica Inhof conferred with the subcommittee remotely by conference call.

Meeting Notes:

Symposium/DNSC Event

- Doug Tallamy's availability has been confirmed for March 24th. He has a new book coming out and he's very busy, so that is the only date he can reserve for us right now.
- Getting event marketing rolling soon will be critical to hosting a successful event as soon as March 24th.
 - Lori Athey suggested reaching out to Dani Van Drew Dick, who's done very good communications work related to clean water.
- What's the timeliness/relevance of holding this event now?
 - To promote the formation of the Delaware Native Species Commission, it's mission and goals.
 - To increase awareness and support of the invasive species bill.
- It would be great to get someone from another state that has made progress in species conservation to come and participate in our event.
- DE Audubon was suggested as a possible pass-through organization to hold and expend sponsorship dollars.

DNSC Logos

- There was a general interest in having a logo that emphasizes "Delaware Naturally" more than "DNSC."

- There was interest voiced in having the logo include imagery that includes animals as well as plants.
- Someone suggested possibly including a holly tree (*Ilex opaca*, if you're fussy) in the logo.

Table Top Display

A draft table top display was circulated and considered:

- It was suggested to add DNSC website info to the text
- It was suggested that a take-home brochure including DNSC recommendations should be available on the table for people to pick up and take home
- There was discussion about whether the display should be more about the DNSC, its mission and goals, or the take-home messages that the DNSC supports and promotes.
 - It was suggested that perhaps one of the three panels should offer information about the DNSC and another should address recommended take-home actions and recommendations.
- It was recommended that the display focus on positive messages, celebrating Delaware's unique biodiversity and ecosystems.

Resources to Spread the Word

- It was generally acknowledged that all these initiatives would have greater impact if the DNSC could provide greater band-width.
 - The DNSC should consider supporting a part-time content manager or some other communications and marketing support.

Upcoming Meetings

- The next Ed Comm meeting was scheduled for Thursday, January 30th, 2020, 9-11am, at Mt. Cuba Center
- The next Summit Planning Meeting is scheduled for January 8, 2020